

CONTENTS

- 1 **Metadiscourse in Digital Communication: A Short Introduction** 1
Larissa D'Angelo and Stefania Maci
- 2 ***"Gonna write about it on my blog too"* Metadiscourse in Research Blog Discussions** 11
Anna Mauranen
- 3 **Reflections on Reflexivity in Digital Communication: Towards a Third Wave of Metadiscourse Studies** 37
Annelie Ädel
- 4 **Metadiscourse in Academic Research Articles Versus Blogs: Paul Krugman as a Case Study** 65
Donatella Malavasi
- 5 **This Has Changed: 'Out-of-the-Box' Metadiscourse in Scientific Graphical Abstracts** 81
Carmen Sancho-Guinda

6	Lemons and Watermelons: Visual Advertising and Conceptual Blending	115
	Nihada Delibegović Džanić and Sanja Berberović	
7	Metadiscourse in Social Media: A Reflexive Framework	133
	Ylva Biri	
	Index	155